CWM 38th

4/29/11

In Attendance: Shannon, Nat, Dan, Susan, Sarah, Matthew, Quentin, and Erin

Susan gave a copy of the “Visitor Experience Matrix” to each person. This matrix includes parameters to compare ideas and programs. When creating the matrix, Jonathan, Erin, Elysa and Jeff found that it was helpful in creating useful discussion about each proposed program. Program ideas might be molded to fit, or tailored to include, certain parameters we felt were important.

Susan pointed out that the ways in which the program was rated were not always consistent- for example low could be a good or bad thing depending on the category. **The “Visitor Experience Matrix” group should work to find a consistent method of rating.**

Some concerns were raised about the categories on the matrix:

Quentin explained that having the CWM ADA accessible will be a challenge and will be determined by the amount of money we are willing to spend on it. To his knowledge, having a dockside experience provided is incompliance with ADA standards. Susan agreed with this and also wanted to remind everyone that **we need to focus not just on wheelchair accessibility but also on other impairments such as eyesight, hearing, etc.**

Nat and Matthew suggested that a dockside experience with stations will be crucial for marketing (including logos on booths), and visitor experience (both for those who do not want to or cannot go aboard the ship)

Although it is not a category on the matrix, several people have asked whether the exhibit panels and text will be bilingual. Susan suggested that it is very expensive and there have been many errors with translators. Jonathan suggested that this could be something we worked with the ports to develop based on the surrounding community’s needs- they might be able to provide live interpreters.

The group then discussed, “How will we know when we have succeeded?”/ “What will success for the CWM 38th Voyage look like?”

* **Return from voyage**
* **Ready to stay next voyage**
* **Quantity: amount of people that attend, how far the word is spread**

**-** Shannon suggested that we consult other museums and ships such as the *Constitution* to see how they measured their success as well as the numbers of people in attendance on a given day. Susan stated that the contact person for the *Constitution* would be Anne.

-Nat suggested that, strategically it may be beneficial to allow our media to reach the greatest distance as not everyone will be able to physically get to each port—this will appease sponsors and maximize visibility.

-Matthew suggested that we measure memberships.

-Quentin suggested that our publications focus more on the voyage rather than the restoration (perhaps only temporarily) so that we could examine the feedback from readership.

-Susan suggested that smartphones with QR codes could give quantitative feedback

-Dan suggested that Facebook could be one way to quantify interest in the CWM voyage. **A separate CWM Facebook should start this Fall.**

* **Quality: the content of the exhibits**

-Jonathan suggest that we need to be careful in getting too excited over numbers as people will come out to see practically anything—we need to make sure people are getting something out of their experience.

-Susan suggested that there are key indicators that are wacky/weird that can be beneficial in telling us about people’s emotive connections, for example.

-We should contact other museums to learn how they measured qualitative results.

-Susan and Shannon also explained that there is an evaluation from NEH that may be beneficial.

* **Reaching the optimal capacity on board**

**-**Quentin suggested that 5000 people a day might be the optimal capacity based on numbers from Wooden Boat and the Amistad.

-Quentin also stated that the capacity is based on stability standards in ballasted conditions- currently the capacity is 125 people on board however as the weight of people has gone up and will continue to go up this number will change. We do determine space capacity on board. (Shannon can you make sure I have the facts right here)

-Nat explained that it would be helpful to know when the mass amount of people will be engaged at one time. He suggested **we create 3 large mass moments: leaving Mystic, New Bedford, and the Canal.** This will be helpful when making promises to media and sponsors. It will also be helpful in terms of creating media components, both live and digital, among other program planning needs.

-Matthew suggested that we would benefit from the creation of a built in audience to galvanize events in the locations Nat suggested. Audience groups could be- yacht clubs, schools, media, etc.

Other Challenges:

There will be different measures of success based on different audiences. For example, Sarah will be able to identify certain indicators of success with school groups in particular.

**We need to establish a team that will outfit the ship.** To build on this Susan asked if well-made statues/mannequins would be beneficial to the story. Everyone seemed to agree however, felt that audio components should not be used.

**We need to establish how long we can stay in one port.** Shannon suggested the CWM be no more than a week and in some cases no more than a weekend. Shannon also explained that transit will be a challenge as it will obviously be difficult to “hide” the Morgan if it gets there early for example. Shannon asked- if will we need to open the ship early? Susan suggested that if the CWM did get to port early we could use that time for filming and marketing tasks.

To build on this- Susan asked if New Bedford warranted a second visit. **Quentin explained that we will need to get a sense of how involved New Bedford really is.** Quentin shared a conversation he had with a fisherman from New Bedford about the CWM. The man said that he was, “sad that he took her from New Bedford and put her in sand rather than sailing her”. Based on Matthew’s visits to New Bedford, the people are either sorry she left, angry that “we took her” or excited that she is sailing again.

**We need to think about when we will feel deflated.** Some explained that if the CWM turned out like the *Half Moon* they would be let down. Shannon then asked if the *Ernestina* might be of some indication of success or failure.

Currently there will be no entry fee. This may change based on fundraising.

The next meeting will be on May 13, 2011 at 9AM

-Remember that the meeting minutes will now be posted weekly on the Wikispace. The link is- http://morganvoyage.wikispaces.com/